

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 102138  
**Alt Order #:** 06815979  
**Product Desc:** JOE HECK 4 CONGRESS  
**Estimate:** 2214  
**Flight Dates:** 10/29/12 - 11/04/12  
**Original Date / Rev:** 05/24/12 / 09/19/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Strategic Media Placement, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heck, Joe for Congress *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	88	\$73,400.00	\$62,390.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	88	\$73,400.00	\$62,390.00	0.00
<b>Totals</b>	<b>88</b>	<b>\$73,400.00</b>	<b>\$62,390.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$73,400.00
Market	100%	\$198,378.38

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KEBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$53,562.16
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$39,675.68
KTUD	0%	\$0.00
KVVU	16%	\$31,740.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/29/12	11/02/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$400.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/29/12	11/02/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					5	\$400.00		0.00			
E 2	KSNV	10/29/12	11/02/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	10	\$725.00	1	0.00	NM	10	\$7,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					10	\$725.00		0.00			
E 3	KSNV	10/29/12	11/02/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	10	\$900.00	1	0.00	NM	10	\$9,000.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					10	\$900.00		0.00			
E 4	KSNV	10/29/12	11/02/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					5	\$425.00		0.00			
E 5	KSNV	10/29/12	11/02/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					5	\$325.00		0.00			
E 6	KSNV	10/29/12	11/02/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					5	\$425.00		0.00			
E 7	KSNV	10/29/12	11/02/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					2	\$450.00		0.00			
E 8	KSNV	10/29/12	11/02/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	15	\$1,200.00	1	0.00	NM	15	\$18,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					15	\$1,200.00		0.00			
E 9	KSNV	10/29/12	11/02/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$1,300.00	1	0.00	NM	5	\$6,500.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					5	\$1,300.00		0.00			
E 10	KSNV	10/29/12	11/02/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	5	\$1,300.00	1	0.00	NM	5	\$6,500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					5	\$1,300.00		0.00			
E 11	KSNV	10/29/12	11/02/12	Face to Face w/ Ralston Face to Face w/ J. Ralston	CM	730-758pm	MTWTF--	:30	5	\$900.00	1	0.00	NM	5	\$4,500.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					5	\$900.00		0.00			
E 12	KSNV	10/29/12	11/02/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		0.00			
E 13	KSNV	10/29/12	11/02/12		CM	1135p-1237a	MTWTF--	:30	5	\$500.00	1	0.00	NM	5	\$2,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show											
				Tonight Show											
LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	MTWTF--			5			\$500.00		0.00				
E 14	KSNV	11/03/12	11/04/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	-----SS			2			\$1,100.00		0.00				
E 15	KSNV	11/03/12	11/03/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
				News 3 Sunrise SATURDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	-----S-			1			\$375.00		0.00				
E 16	KSNV	11/03/12	11/03/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				Saturday Today											
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	-----S-			1			\$625.00		0.00				
E 17	KSNV	11/04/12	11/04/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	-----S			1			\$500.00		0.00				
E 19	KSNV	11/03/12	11/03/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
				Sa-Su Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	-----S-			1			\$675.00		0.00				
													Totals	88	\$73,400.00